

REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	25 June 1998
Name of applicant/court:	Secretary for Internal Affairs
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	Beavis and Butt-Head Lolita and Tanqueray
Other Known Titles:	Not Stated
Director:	Not Applicable
Producer:	Not Applicable
Publisher:	MTV Networks
Author:	Not Applicable
Format:	Trading Card
Country of Origin:	USA
Language:	English

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Components of film originally examined:

Feature:	Not Applicable	Running time:
Trailers:		Running time:
		Total Running time:
Excision/Alteration:	Not Applicable.	

Reason(s) for Excision:

Not Applicable.

Classification Decision:

Objectionable except if the availability of the publication is restricted to persons who have attained the age of 16 years.

Display Conditions:

That when the publication is on public display, the classification given to the publication must be shown on the publication; or any package in which the publication is kept
and

That the publication must be publicly displayed only in a sealed package

... Please turn over

and

That where the publication is publicly displayed in a package, the package must be made of opaque material.

Descriptive Note:

Not Applicable.

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Direction to issue a label has been given on Not Applicable

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SUMMARY OF THE REASONS FOR DECISION:

Beavis and Butt-Head Lolita and Tanqueray is classified as:

Objectionable except if the availability of the trading card is restricted to persons who have attained the age of 16 years.

The publication is a trading card printed in colour on light card. The front of the card is a cartoon depiction of two women staring at three elves in fairytale costume. The reverse of the card is taken up by text and small depictions of the American cartoon characters Beavis and Butt-Head. The text on the card is a small piece of commentary referring to the depiction on the front, written in Beavis and Butt-Head's colloquial and juvenile style.

The card's appeal to children and younger teenagers raises concerns owing to the manner in which the cards deal with representations of women. The card implies that the women depicted are effectively owned by Beavis and Butt-Head. This implication raises concerns in light of the card's potential audience of young males who may not possess the necessary cognisance to fully comprehend the text's satirical and ironic context, or the pathos associated with Beavis and Butt-Head. Therefore the card may reinforce a negative stereotype of women. The Classification Office considers that the trading card's negative presentation of women is of such strength that its availability to a younger audience is likely to be injurious to the public good. It is also considered, however, that restricting the card to older teenagers and adults would minimise this likely injury.

Consideration has been given to the relevant provisions of the New Zealand Bill of Rights Act 1990. Given the trading card's theme, the restriction on its availability resulting from this classification is considered to be reasonable and demonstrably justifiable.

OFLC Ref: 9701307